

## **Abstract**

The bachelor thesis entitled "YouTube as a space for modern English language learning" deals with the characteristics of a successful YouTube channel dedicated to English language learning. The goal of the thesis is to identify specific elements that are typical for a successful video of a given focus using the method of quantitative content analysis of a selected sample of reactions of users of a given media message in the form of comments under the most watched video. Prior to the actual research part of the thesis, it offers a reflection on the origins of communication and its development through media to mass media and new media, it also discusses the use of media and new media in education through a mixed perspective of media studies and pedagogy, and highlights several disciplinary and interdisciplinary scholarly works exploring the issue in the context of the use of different types of new media in education. The chapter on the origins of the social network YouTube, in the language of numbers and statistics, also mentions the current enormous reach of this media space and precedes the research section, in which the thesis already describes the most watched video for three popular YouTube channels dedicated to English language learning, the channels under study in general and, in particular, presents the results of a content analysis of the 500 comments under each most watched video. Interpretation of the results is done through written descriptions and visualizations using graphs, and finally, the results of each channel are compared and then the final findings are presented.